Ad No. 1547-(ALL OUT TASTE)-Req. No. 79499-1 page-4/color-(9 3/4 x 11 1/4 inches)-Supplements, 1983

All Out Taste.

The cigarette that changed two million minds. The one that rewrote the book on cigarette-making. The MERIT cigarette.

Made by actually boosting the taste you get out of smoking. Boosting taste to equal leading cigarettes having up to twice the tar.

MERIT. There's nothing halfway about it— you'll know it when you taste it.

Kings & 100's

Nothing halfway about it

MERIT

© Philip Morris Inc. 1983

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 7 mg "tar," 0.5 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—100's Men: 9 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Dec.'81

2061191116
Source: https://www.industrydocuments.ucsf.edu/docs/lgkn0003
2061191116